

# PROPERTY PLANNING COMMON ELEMENTS

## COMPONENTS OF MASTER PLANS

### RECREATION ACTIVITIES AND THEIR MANAGEMENT

#### Nature Photography and Education

##### *Desired Experiences and Site Selection Considerations*

Participation in photography, both still and video, runs the gamut of experience from professional photographers and cinematographers using expensive, state-of-the-art cameras to those capturing a snapshot with a smartphone or point-and-shoot camera. “Nature” photography covers an extremely broad realm, including images of wild plants and animals, landscapes, and natural phenomena – almost any subject that has a decidedly natural focus.

Nature photography can occur on any type of property and in any sort of habitat. The size and configuration of the property is not important as long as access is available and there is something of interest to photograph. The experience is enhanced if the photographer has a chance to capture unusual flora, fauna, landscape, or event. Social benefits of nature photography include physical and mental health of participants who explore the outdoor world.

Nature education occurs in a wide variety of settings and includes a diverse set of activities such as visiting a nature center, attending a naturalist presentation at a state park, and self-study. Many parents participate in various types of nature education with their children. Although many people visit nature centers, they typically do so only a few days annually.

##### *Notable Differences in Participation or Opportunities Across the State*

Nature photography is pursued throughout the state, from backyards to large public lands. Sites that can draw large numbers of participants include those with unusual features, such as waterfalls, bird concentration sites, and uncommon animals and plants, as well as areas with expansive vistas.

##### *Notable Times of the Year of High or Low Participation*

Nature photography is done year around, but participation is likely highest from spring through autumn.

#### **Participation**

##### Participation Rate and Frequency

Based on a 2016 survey of Wisconsin residents conducted for the development of the Statewide Comprehensive Outdoor Recreation Plan (SCORP), it is estimated that 37% of adult Wisconsin residents participate in nature photography and 52% visit nature centers. These

Days/year	% of People Engaged in Nature Photography	% of People Visiting a Nature Center
1 to 2	32	58
3 to 9	37	31
10 to 29	17	8
30 or more	14	4
<b>Total</b>	<b>100%</b>	<b>100%</b>



ranked #18 and #11, respectively, out of 64 activities evaluated.

In terms of frequency, participants that engaged in nature photography did so more frequently than participants in most other activities (it ranked #22 in frequency out of 64 activities evaluated). Visiting nature centers is an activity that participants tended to do just a couple of times a year (it ranked #63 in frequency out of 64 activities evaluated).

### Estimated Trends

Nature photography is becoming a more accessible activity as most cell phones have high quality cameras. Many people take photos in nature while participating in other activities, allowing nature photography to remain one of the most popular activities.

### Demographics

As can be seen from the SCORP survey results in the tables below, participants in nature photography and those that visit nature centers in Wisconsin span age groups and are well represented by older residents. Women tend to participate in nature photography more than men. There is about equal participation by both urban and rural residents.

#### *Nature Photography*

Demographic Category	Demographic Group	% Participation Rate Within Demographic Category	% Composition of Demographic Category (sums to 100%)
Age	18-29	45	26
	30-39	39	19
	40-49	42	17
	50-59	35	18
	60-69	27	13
	70 and older	27	8
	<b>Total</b>	<b>--</b>	<b>100</b>
Gender	Female	41	57
	Male	32	43
	<b>Total</b>	<b>--</b>	<b>100</b>
Residence	Rural	38	50
	Urban	35	50
	<b>Total</b>	<b>--</b>	<b>100</b>

#### *Visitors to Nature Centers*

Demographic Category	Demographic Group	% Participation Rate Within Demographic Category	% Composition of Demographic Category (sums to 100%)
Age	18-29	52	21
	30-39	66	23



Demographic Category	Demographic Group	% Participation Rate Within Demographic Category	% Composition of Demographic Category (sums to 100%)
	40-49	56	16
	50-59	51	18
	60-69	45	15
	70 and older	35	8
	<b>Total</b>	--	<b>100</b>
Gender	Female	52	51
	Male	52	49
	<b>Total</b>	--	<b>100</b>
Residence	Rural	50	46
	Urban	54	54
	<b>Total</b>	--	<b>100</b>

